



NEW COOPERATIVE ANNOUCEMENT
FOR IMMEDIATE RELEASE

Dear People of the World,

We are very pleased to announce the incorporation of HTSU Cooperative.

As of July 2020, How To Show Up?, an independent arts organization and collective based in Amsterdam, is now a fully-registered cooperative with excluded Liability of its members and board.

How To Show Up?'s decision to become a cooperative is shaped by a commitment to artist development and self-organized practice. This new artist/member-led model continues ongoing work over the past four years of supporting artists and creating spaces for different practices and experiences to intersect.

HTSU COOPERATIVE MODEL

Our model is based on our understanding that artistic labour can never be fully remunerated under current institutional cultures and frameworks. A set of working conditions persists from large arts institutions and galleries, to independent and cash-starved initiatives. These conditions create unnecessary competition, isolate artists, as well as commodify and undervalue artistic work. We believe another model is possible, one which prioritizes the deepening of relationships, the valuing of process and a commitment to community.

We are transforming our working structure into being in better relationship with each other.

The HTSU Cooperative model is committed to dialectical rhythms¹ over hierarchy, creating a structure that allows us to challenge and address the socio-economic conditions that we produce and participate in, and respond to those conditions by asking what the value of artistic labour is, how artworks are produced and by whom?

¹ The Undercurrents, Women in Co-ops, dialectical rhythms over hierarchy diagrams, p.g. 15, shared with us by Louise Shelley, 2020



MEMBERSHIP

HTSU Cooperative will be sustained and led by members.

Members and membership in the cooperative is formed through the commissioning of an artist or a collaborator. A membership grants a share in the cooperative and a vote in the annual plenary session, where both the financial and artistic operations of the cooperative are discussed. Documentation of the session will be published on our website showup.how and will detail how decisions are made and projects are commissioned.

The commissioning process of an artwork produces extra value outside of the remuneration of artists. This value, we believe, is non-mercantile. Profit is not the point. Instead we seek to preserve a situation of mutual and fruitful indebtedness. The share that any new member receives — in addition to a fee and production support — is the cooperative's attempt to recognize and make visible a part of the creative process that is often undervalued, neglected or exploited. The cooperative strives to create a bond of solidarity and a woven texture of interpersonal alliances that will pervade socio-economic interactions over time.

The membership results from the following rationale:

$\delta \cdot \text{FEE} + \delta \cdot \varphi = \text{ARTISTIC WORK}$

δ :	Coefficient weighing the size of the commission.
FEE:	Fixed-rate amount paid at the end of the commissioning process, in monetary units.
φ :	Skill set - the part of the work that is not directly compensated, in monetary units. In our cooperative model, the φ equals and automatically grants a member's share and vote.
ARTISTIC WORK:	The real value of the artistic labour, in monetary units.

Guiding the operations of HTSU Cooperative will be four board fellows, who will direct its research and public program. For the next two years (2020/21–2021/22), board fellows How To Show Up? (consisting of Gianmaria Andreetta, Annie Goodner, Elizabeth Graham and Elisabeth Klement) will further develop writing commissions; Scholar Noémi Michel will direct an interdisciplinary research project and collective translation studio; Becket MWN's (né Mingwen) will research broadcasting technologies; Ima-Abasi Okon will continue to explore prophecy, breath and cooperative economics.



We will be announcing more information on our program and commitments in the coming months, and look forward to welcoming you to this new chapter.

With Love,

HTSU COOPERATIVE's Board —

Annie Goodner, Becket MWN, Elisabeth Klement, Elizabeth Graham,
Gianmaria Andreetta, Ima-Abasi Okon and Noémi Michel